

# Detailed Analysis of the Anshan Nanguo Pear Market and Related Recommendations

Zixuan Wang<sup>1\*</sup>, Yahui Qian<sup>2</sup>, Xinying Zhong<sup>1</sup>, Yanuo Wang<sup>1</sup>

1.School of Management, Shenyang University of Technology, Shenyang Liaoning, 110000, China

2.School of Economics and Management, China University of Geosciences, Wuhan Hubei, 430000, China

\*Corresponding author: Zixuan Wang, 3118343039@qq.com

**Copyright:** 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY-NC 4.0), permitting distribution and reproduction in any medium, provided the original author and source are credited, and explicitly prohibiting its use for commercial purposes.

**Abstract:** The 2025 “Opinions of the Central Committee of the Communist Party of China and the State Council on Further Deepening Rural Reform and Promoting the Comprehensive Revitalization of Rural Areas” proposes to enhance the level of rural industrial development, rural construction, and rural governance, and to make every effort to increase agricultural efficiency, rural vitality, and people’s income, thereby providing a solid foundation for advancing China’s modernization. This paper aims to analyze the market customer segmentation of Nanguo Pear, enabling these nutritionally valuable pears to thrive with new vitality in the new era, and to leverage brand empowerment to uncover new product value-added potential.

**Keywords:** Rural Industrial Development; Market Customer Segmentation; Nanguo Pear

**Published:** Sept 13, 2025

**DOI:** <https://doi.org/10.62177/apemr.v2i5.622>

## 1.Classified by Consumption Purpose

Accurately identifying the target customer group for Anshan Nanguo Pears will help to boost sales of Anshan Nanguo Pear. The selection of the target customer group for Anshan Nanguo Pear has a significant impact on the sales volume and market share of Anshan Nanguo Pear.

### 1.1 Health-conscious People

Health-conscious individuals are the most important target group for Anshan Nanguo Pear. This group of people are concerned about the nutritional value of food and its health benefits. Nanguo Pear is rich in various vitamins, minerals, and fiber, and have certain health benefits, such as aiding digestion and supplementing the body’s nutritional needs, which can meet their demand for healthy food.

### 1.2 Fruit Lovers

Targeting fruit enthusiasts as a potential customer base can help build a loyal customer base for Anshan Nanguo Pears. This group has a keen interest in fruits and enjoys trying different varieties and flavors. The unique aroma, sweet-tart taste, and delicate flesh of Nanguo Pears can attract fruit enthusiasts to taste and purchase them.

### 1.3 Local Residents and Tourists with a Sense of Local Pride

Nanguo Pear is a specialty product of Anshan, Liaoning Province. For local residents, Nanguo Pear carries regional sentiment and cultural memories, and is a common fruit in their daily diet. For tourists visiting Anshan, Nanguo Pear is a specialty agricultural product and a memorable souvenir. It can be enjoyed by oneself or given as a gift to family and friends.

## 1.4 Gift Consumer Groups

For gift consumers, there is a demand for gift-giving during holidays, celebrations, or visits to relatives and friends. Nanguo Pears have local characteristics, and when packaged in exquisite gift boxes, they can serve as unique gifts that express heartfelt sentiments and local characteristics, making them suitable for the gift consumption market.

## 2. Classified by Consumption Capacity

### 2.1 High-end Consumer Group

This group of people has high demands on the quality, taste, and brand of fruit, and is willing to pay a higher price for high-quality fruit. High-quality Nanguo Pears, such as those that have been carefully selected, finely packaged, and transported using cold chain logistics, can satisfy the pursuit of quality and experience of mid-to high-end consumers.

### 2.2 Mid-range Consumer Group

This group of people are mainly customers who pursue health and cost-effectiveness. They place greater emphasis on practicality and health balance. We will provide standardized graded fruits and focus on health benefits that combine traditional Chinese medicine effects such as “moisturizing the lungs and relieving coughs” and “antioxidant” with modern nutrition science to meet consumers’ dual expectations for quality and efficacy. We will use channels such as short videos on health education to establish a brand image as a “trustworthy health choice.”<sup>[2]</sup>

### 2.3 Low-end Consumer Group

This segment of the population focuses on economical and affordable products, primarily targeting mass consumers with a high cost-performance ratio positioning. It emphasizes traditional health benefits such as “moisturizing the lungs and quenching thirst” and “vitamin supplementation,” reaching users through scenarios such as “daily specials” and “people’s livelihood fruit and vegetable zones,” and offering discount formats such as “family-sized bulk purchase discounts” to meet basic dietary and health needs.<sup>[3]</sup>

## 3. Classification by Age of Demand

### 3.1 Teenagers

This group seeks novel tastes, and the unique sweet and sour flavor of Nanguo Pears appeals to them. They also enjoy snacking during school breaks or after school, and Nanguo Pears are convenient to carry and eat, meeting their needs.

### 3.2 Young Adults

Young adults are easily influenced by social media, and online promotions for Nanguo Pears are likely to catch their attention. Furthermore, during work breaks or when gathering with friends, they often choose Nan Guo Li as a fruit to share, valuing its appearance. The golden-red hue of Nanguo Pears is particularly appealing.

### 3.3 Middle-Aged Adults

This group prioritizes health and is aware of Nanguo Pear’s nutritional value, making it an important choice for family fruit purchases to meet nutritional needs. Additionally, they may consider gifting Nanguo Pear gift boxes during business interactions or visits to relatives and friends, valuing their regional characteristics and quality.

### 3.4 Elderly

Elderly individuals have relatively weaker digestive functions, and the soft, tender flesh and abundant juice of ripe Nanguo Pears make them easy to chew and digest. Furthermore, they have more time to focus on health preservation, and the health benefits of Nanguo Pears align with their needs, often making them a top choice for daily fruit consumption.

## 4. Customer Engagement

To promote and sell the Anshan Nanguo Pear brand, an O2O business model is adopted to establish connections with commercial clients and end consumers through direct or indirect means.

### 4.1 Community Expansion

In community marketing, share farmers’ planting stories, lifestyle photos, and videos to enhance the brand’s authenticity and approachability, fostering emotional connections between consumers and farmers. Through social media platforms, establish communities centered around the Anshan Nanguo Pear theme to attract consumers interested in the pear and its derivative

products.

#### **4.2 Media Accounts**

Utilize social media platforms to build an account matrix, create a unique IP by posting valuable and attractive content, and retain target customers. Simultaneously, leverage the fan base and influence of KOLs, influencers, and opinion leaders to expand the community's influence and reach, jointly driving the promotion and community expansion of Anshan Nanguo Pear.<sup>[1]</sup>

#### **4.3 B-end Cooperation and Expansion**

We establish close partnerships with B-end customers and sign cooperation agreements to clarify the rights and obligations of both parties. Cooperation models include, but are not limited to, supply chain cooperation, joint promotion, and customized product development to meet the diverse needs of B-end customers.

#### **4.4 C-end Private Domain Customers and Community Fission**

C-end private domain operational customers are the direct consumers of the Anshan Nanguo Pear project. Through private domain traffic, we conduct precise marketing and provide personalized services. By optimizing the platform's shopping process, we enhance purchasing convenience and user experience. We offer comprehensive sales services, such as product descriptions and return/exchange policies, to address issues customers encounter during purchasing and usage, thereby improving customer satisfaction.

### **5. Research Conclusions**

Create a dedicated group chat for the Anshan Nanguo Pear project and invite interested customers and potential customers to join. Post product information, promotional activities, seasonal fruit recommendations, etc., in the group, and interact with customers in a timely manner to increase customer loyalty. Regularly interact with group members, provide benefits such as coupons and tasting events, and enhance customer loyalty. Attract more customers to join the group through sharing within the group and word-of-mouth marketing. Simultaneously, establish a dedicated private customer group on social media platforms, regularly share content and activities to strengthen relationships with followers. Implement a membership system where customers can earn points by purchasing Nanguo Pear products, which can be redeemed for products or exclusive member discounts, thereby increasing customer repurchase rates and loyalty.

### **Funding**

no

### **Conflict of Interests**

The authors declare that there is no conflict of interest regarding the publication of this paper.

### **Reference**

- [1] Fan, M. H., & Bai, J. (2024). Issues and countermeasures for online sales of agricultural products in Jiangsu Province under the new e-commerce context. *Southern Agriculture*, 18(14), 91–93.
- [2] Rui, W. (2024). Current status and countermeasures for the development of rural e-commerce in the digital economy era. *Modern Business*, (20), 91–94.
- [3] Zhou, W. J., & Zou, M. D. (2024). Research on the role of the digital economy in promoting the development of rural e-commerce. *Market Modernization*, (21), 50–52.